

E-COMMERCE SYSTEM USING MODELING OF INDUCEMENTS TO CUSTOMERS

ABSTRACT OF THE DISCLOSURE

An E-Commerce system using modeling of inducements to customers. A potential user is interfaced with a commerce site to receive information therefrom during a commercial transaction. A commerce model of a commerce system is provided that predicts as an output a defined commercial result as a function of information related to the user when in the commerce transaction and also as a function of inducements that can be provided to the user during the commerce transaction. The inducement input to the commerce model is varied to vary the predicted output of the commerce model in a predetermined manner until a desired predicted output of the commerce model is achieved. This varied inducement is then provided to the user during the commercial transaction.